

## **EVENT ACTIVITY SUGGESTIONS**

Free or low-cost activities for participating communities to consider conducting as part of their involvement in the *It All Adds Up To Cleaner Air* winter program.

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### ***It All Adds Up To Cleaner Air* Winter Program Event Activity Suggestions**

- Distribute winter-commuting tip sheets at local shopping malls, because it's "shopping season"
- Find a local sponsor to host "hot chocolate giveaways" at local transit stops, to thank commuters who use mass transit instead of driving; invite local civic and political leaders to participate in the events and leverage their participation to generate media coverage
- Suggest a "ride share" or "car pooling" contest promoting the winter tips (and the idea that to win you must share a ride or car pool to work) to a local radio station
- Ask local employers in EPA's Commuter Choice Initiative ([www.commuterchoice.gov](http://www.commuterchoice.gov)) to provide information on the *It All Adds Up To Cleaner Air* winter program to their employees (Contact Robin Snyder, 202-564-1359 or [snyder.robins@epa.gov](mailto:snyder.robins@epa.gov), for further information)
- Develop a "trip chaining passport" with spaces for stickers from local companies. The passport could be distributed by local merchants and at events; then residents could be encouraged to get stickers from the local companies when they combine their errands. After ten stickers, for example, residents could be entered to win a prize sponsored by the participating businesses.
- Develop a flash e-mail on the benefits of telecommuting (or adapt the *It All Adds Up To Cleaner Air* winter program version) for telecommuters to share with their supervisors and coworkers at companies that offer telecommuting, as a way of promoting participation.